

MAY 24 2010

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-33/APP (GP-086-00-US)

Appl. No.: 10/749,110

Confirmation No.: 3154

Applicants: Chad LESTER, et al.

Filed: December 29, 2003

Title: ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL

TC/A.U.: 2446

Examiner: Willow W. Noonan

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450AMENDMENT

Sir:

In response to the final Office Action mailed on November 24, 2009 (Paper No. 20091109), which set a period for response to expire on February 24, 2010, that period being extended three (3) months to expire on May 24, 2010, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.